



THE SPECIAL LIBRARIES ASSOCIATION NEWS DIVISION  
AND  
THE POYNTER INSTITUTE  
ANNOUNCE  
**"TRANSITIONING TO NEWS RESEARCH MANAGER"**

**Dates:** March 2-5, 2008

**Location:** [The Poynter Institute](#), St. Petersburg, Florida

**Attendees:** News Research managers

This 3 1/2-day program at the renowned Poynter Institute for journalism is geared to News Research managers, with a focus on newer managers and those recently promoted. The program will explore the transition to being a manager and look at the concerns of managing people and processes in a new media environment. Classes will examine:

- Making the transition to manager
- Positioning your department within the newsroom
- Current issues in personnel management
- Coaching and developing your group
- Managing the research operation in a multi-platform world

COST: \$100 plus transportation and lodging (\$54.50/night, per person, double occupancy)

**ENROLLMENT IS LIMITED TO A MINIMUM OF 8, AND A MAXIMUM OF 18**

PLEASE READ AND FILL OUT THE ATTACHED APPLICATION FORM FOR THE PROGRAM AND THE HOUSING APPLICATION. **PLEASE REVIEW THE CHECKLIST AT THE BOTTOM OF THE APPLICATION FORMS** TO MAKE SURE YOUR APPLICATION IS COMPLETE

**\*\*\*THE DEADLINE FOR RECEIVING ALL APPLICATION MATERIALS IS FEBRUARY 6, 2008\*\*\***

Special Libraries Association News Division / March 2-5 2008 / Poynter Institute, St. Petersburg, FL

NEWS RESEARCH ACADEMY AT POYNTER APPLICATION & HOUSING INFORMATION

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All \* items MUST be completed

\* Full Name (First, Last): \* Preferred Name for Badge:

Position / Title:

News Organization:

(Provide full name of newspaper, magazine, station call letters, Web site, college or university, etc.)

Business Address (street):

City: State: Zip Code: Country (if other than U.S.)

Work Phone: Work Fax: \*email:

Home Address (street):

\* City: \* State: \* Zip Code: \* Country (if other than U.S.)

\* Home Phone Home Fax: \* email (if not business email):

Editor, Manager, or Library/Information School Faculty Member nominating you for attendance:

Name:

\* Title: \* Phone: \* email:

How many years have you been working in news librarianship? ("X" by most appropriate)

Less than 1 year: 1-5 years: 6-10 years: over 10 years:

How long in manager's position?

\* Are you an SLA member? \* Member of the News Division?

\* If yes, membership number: Found on mailing label of *Information Outlook* or by mousing over your name in the [SLA online directory](#))

#### APPLICATION CHECKLIST

Use this checklist to assure that you are submitting a complete application. We cannot consider an application to be complete unless all materials are received by the seminar application deadline (**February 6, 2008**)

- Application Form
- Current resume
- Brief, up to date professional biography to be used in the seminar syllabus
- Letter of recommendation from your nominating manager, supervisor, or graduate library school faculty advisor
- A statement or essay of 250-500 words describing your daily duties, the relevance of *Transitioning to News Research Manager* program to your job or career goals, your goals for the seminar, and how you will apply the training back in your newsroom, or in your career development

E-mail or fax completed applications to [dana.gordon\[at\]newsweek.com](mailto:dana.gordon[at]newsweek.com) or mail to: Dana Gordon, Newsweek Research Center, 251 West 57<sup>th</sup> Street, 17<sup>th</sup> floor, New York, NY 10019. Fax: (212) 445-4131. NO PHONE CALLS PLEASE.



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NEWS RESEARCH ACADEMY AT POYNTER APPLICATION & HOUSING INFORMATION

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HOUSING INFORMATION

A block of rooms has been made available for News Research Academy attendees at

Hilton St. Petersburg Bayfront
333 - 1st Street South
St. Petersburg, FL 33701
727-894-5000

The rate is \$54.50/per person, per night, based on double occupancy. Parking and other hotel services are available at an additional charge.

\* Please indicate your need for housing:

\_\_\_\_\_ YES, please reserve a room for me at the Hilton St. Petersburg Bayfront

\_\_\_\_\_ NO, I do not need housing, I will make my own arrangements

\* Gender:

\_\_\_\_\_Male

\_\_\_\_\_Female

\* Room preference:

\_\_\_\_\_ non-smoking

\_\_\_\_\_ smoking

\_\_\_\_\_ handicapped accessible

You will be randomly assigned a roommate of the same gender. Upon acceptance into the program every effort will be made to accommodate a particular roommate preference, but this cannot be guaranteed.

E-mail or fax completed applications to dana.gordon[at]newsweek.com or mail to: Dana Gordon, Newsweek Research Center, 251 West 57th Street, 17th floor, New York, NY 10019. Fax: (212) 445-4131. NO PHONE CALLS PLEASE.